

**Claims:**

What I claim as new and desire to secure by Letters Patent is as follows:

1. A computer-implemented forecasting method by which a business (hereinafter referred to as, the forecasting business) that is selling a product/service to a business (non-consumer) market, can, (1) forecast its market share, as a percent of the total units of currency to be captured in the market, (2) forecast its market share, in units of currency, (3) forecast a product/service pricing ratio, versus its leading competitor, that will be necessary for the forecasting business to use in order to attain its forecasted market share, (4) forecast its leading competitor's market share, as a percent of the total units of currency to be captured in the market, and, (5) forecast the combined market share of all of its other competitors, as a percent of the total units of currency to be captured in the market, said method comprising the steps of:

(a) inputting the **forecast period** (the selling period for which the business (non-consumer) market is being evaluated, for example, 2007 through 2011) **Note:** The products/services of all businesses that will be evaluated in a particular forecast must be developed and ready to sell for the entire forecast period.

(b) inputting an estimate, as defined by the steps in “(b) example” below, of the **market size:** the size of the business (non-consumer) market, in total units of currency (for example, U.S. dollars) to be captured by all competitors combined, over the forecast period (as defined per (a) above)

**“(b) example”:**

a. Enter the Maximum Number of Sales, in UNITS, based on a1., a2., or a3. below:	2,000,000
a1. For a DISPLACEMENT MARKET... If the forecasting business will be targeting a competitor's installed base, enter the number of units that will be in that one competitor's installed base at the start of the forecast period.	
a2. Or also for a DISPLACEMENT MARKET... If the forecasting business' installed base will be targeted by competitors, enter the number of units that will be in the forecasting business' installed base at the start of the forecast period.	
a3. Or for a NON-DISPLACEMENT MARKET... Enter the number of units that will be available to ALL competitors over the forecast period (units available at the start of the forecast period, plus unit growth over the entire forecast period)	
b. Enter an Estimated Rate of Conversion (up to 1.0) of the Maximum Number of Sales Units (in item a.) into Actual Sales, by ALL Competitors Combined, Over the Forecast Period  For example: A rate of .5 means that 50% of the maximum number of sales units will be converted to actual sales.	.5

c. Enter an Estimate of the Industry Average Unit Price (over the forecast period), for an Industry Average Sales Model (average product/service to be sold during the forecast period)	\$10,000
d. Enter the Resulting Market Size for the Forecast Period (a. in this example, multiplied by b. in this example, multiplied by c. in this example): Sales, in U.S. dollars, to be made by all market participants over the forecast period	\$10,000,000,000
e. Enter the Resulting Market Size in Units for the Forecast Period (a. in this example multiplied by b. in this example): Sales, in units, to be made by all market participants over the forecast period	1,000,000

(b)1. inputting the portion of (b) above, as defined by the steps in “(b)1. example” below, that equals an estimate of the **first 12 months of the market size** (the first 12 months of sales): the size of the business (non-consumer) market, in total units of currency (for example, U.S. dollars) to be captured by ALL competitors combined in the first 12 months of sales

**“(b)1. example”:**

a. Enter the Maximum Number of Sales, in UNITS, based on a1., a2., or a3. below:	2,000,000
a1. For a DISPLACEMENT MARKET... If the forecasting business will be targeting a competitor's installed base, enter the number of units that will be in that one competitor's installed base at the start of the forecast period.	
a2. Or also for a DISPLACEMENT MARKET... If the forecasting business' installed base will be targeted by competitors, enter the number of units that will be in the forecasting business' installed base at the start of the forecast period.	
a3. Or for a NON-DISPLACEMENT MARKET... Enter the number of units that will be available to ALL market participants at the start of the forecast period (plus unit growth over the first 12 months of sales ONLY)	
b. Enter an Estimated Rate of Conversion (up to 1.0) of the Maximum Number of Sales Units (in item a.) into Actual Sales, by ALL Market Participants Combined, Over the First 12 Months of Sales  For example: A rate of .1 means that 10% of the maximum number of sales units will be converted to actual sales.	.05
c. Enter an Estimate of the Industry Average Unit Price (over the first 12 months of sales), for an Industry Average Sales Model (average product/service to be sold during the first 12 months of sales)	\$10,000

d. Determine the Resulting Market Size for the First 12 Months of Sales (a. in this example, multiplied by b in this example., multiplied by c. in this example): Sales, in U.S. dollars, to be made by all market participants in the first 12 months of sales	\$1,000,000,000
e. Determine the Resulting Market Size in Units for the First 12 Months of Sales (a. in this example, multiplied by b. in this example): Sales, in units, to be made by all market participants in the first 12 months of sales	100,000

(c) for the forecasting business AND its leading competitor respectively, inputting ratings ranging from 1 to 100, **for each of 6 market resources**, shown below, as per the **Respective Rating Guidelines**, also shown below, where the ratings represent the level of **market resources estimated to be available at forecast period (sales period) start** to pursue the respective business (non-consumer) market, as a percent (to a maximum of 100) of the **market resources estimated to be needed to capture all sales in the first 12 months of sales** (sales per (b)1. above), with each of the 6 market resources having an importance weight, as a portion of 1.0000, also shown below

**To further clarify, each of 6 market resources must be rated** for the forecasting business (its division responsible for the product/service) AND its leading competitor (its division responsible for the product/service), as discussed below.

#### **Market Resource (1.) Funds Committed/Available, (importance weight: .9900)**

##### **Respective Rating Guidelines for Market Resource (1.):**

**A rating must be provided**, ranging from 1 to 100, as defined by the steps in “c.(1) example” below, where the rating represents the amount of funds estimated to be committed/available at forecast period start, to pursue the business (non-consumer) market, as a percent (to a maximum of 100) of the funds estimated to be needed to capture all sales in the first 12 months of sales (sales per (b)1. above).

##### **“c.(1) example”:**

a. Enter an Estimate of the Total Number of Paid Personnel (ALL employees, contractors, outsourced personnel) to be in Place to Serve the Subject Market at Forecast Period (sales period) Start	1,000
b. Enter an Estimate of the Average Annual Earnings Per Person, for the Personnel in Item a. above	\$90,000
c. Enter an Estimate of All Advertising and Promotion Funds to be Available Exclusively for the Subject Market in the First 12 Months of Sales	\$10,000,000
d. Enter the Estimate of Sales, in U.S. dollars, to be Made by ALL Market Participants in the FIRST 12 MONTHS OF SALES (item d. from (b)1. example, above)	\$1000,000,000

e. Determine the Resulting Funds Committed (Presently Available) Rating (a. in this example, multiplied by b in this example., plus c. in this example, divided by d. in this example)	10%
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**Market Resource (2.) Development Personnel in Place, (importance weight: .0030)**

**Respective Rating Guidelines for Market Resource (2.):**

A rating must be provided, ranging from 1 to 100, as defined by the steps in “c.(2)” example below, where the rating represents the number of sustaining product/service development personnel estimated to be in place to pursue the business (non-consumer) market at forecast period start, as a percent (to a maximum of 100) of the number of sustaining product/service development personnel estimated to be needed to capture all sales in the first 12 months of sales (sales per (b)1. above).

**“c.(2) example”:**

a. Enter an Estimate of the Number of Sustaining Development Personnel to be in Place for this Market at Forecast Period (sales period) Start  Note: This should include ALL paid sustaining development personnel (employees, contractors, outsourced personnel), plus sustaining development personnel that business partners may be providing free of charge.	180
b. Enter an Estimate of the Number of Sustaining Development Personnel Needed to Capture ALL Sales, in Units, in the First 12 Months of Sales (For reference: The subject sales in units are shown in item e. of (b)1. example, above.)	1,800
c. Determine the Resulting Development Personnel in Place Rating (a. in this example, divided by b. in this example)	10%

Development personnel specifically include those responsible for:

- 1) Providing sustaining design, development, and testing to maintain, correct problems with, and improve the subject product/service, after Forecast Period start... (NOT for development to get the subject product/service ready to sell, NOT for development of other and/or custom products/services)
- 2) Providing sustaining technical training to internal personnel for the subject product/service, after Forecast Period start... (NOT for technical training to get the subject product/service ready to sell, NOT for technical training for other and/or custom products/services)

Sustaining Development personnel also DO NOT include those that are involved in the production of products or the fulfillment of services.

Note: “Personnel in Place” also means that supporting facilities and materials will be in place too, at forecast period start.

**Market Resource (3.) Production/Fulfillment Personnel in Place, (importance weight: .0020)****Respective Rating Guidelines for Market Resource (3.):**

A rating must be provided, ranging from 1 to 100, as defined by the steps in “c.(3)” example below, where the rating represents the number of sustaining production/fulfillment personnel estimated to be in place to pursue the business (non-consumer) market at forecast period start, as a percent (to a maximum of 100) of the number of sustaining production/fulfillment personnel estimated to be needed to capture all sales in the first 12 months of sales (sales per (b)1. above).

**“c.(3) example”:**

a. Enter an Estimate of the Number of Sustaining Production/Fulfillment Personnel to be in Place for this Market at Forecast Period (sales period) Start Note: This should include ALL paid sustaining production/fulfillment personnel (employees, contractors, outsourced personnel), plus sustaining production/fulfillment personnel that business partners may be providing free of charge.	180
b. Enter an Estimate of the Number of Sustaining Production/Fulfillment Personnel Needed to Capture ALL Sales, in Units, in the First 12 Months of Sales (For reference: The subject sales in units are shown in item e. of (b)1. example, above.)	1,800
c. Determine the Resulting Sustaining Production/Fulfillment Personnel in Place Rating (a. in this example, divided by b. in this example)	10%

Production/fulfillment personnel specifically include those responsible for:

1) Any of the following in regards to a providing a product...

Providing the initial product, warranty related products/parts, after warranty products/parts, and product upgrades

Providing purchasing, manufacturing, storing, displaying, and delivery

2) Any of the following in regards to fulfilling a service...

Providing the initial service, warranty related service, after warranty service, and service upgrades

Note: “Personnel in Place” also means that supporting facilities and materials will be in place too, at forecast period start.

**Market Resource (4.) Marketing Personnel in Place, (importance weight: .0025)****Respective Rating Guidelines for Market Resource (4.):**

A rating must be provided, ranging from 1 to 100, as defined by the steps in “c.(4)” example below, where the rating represents the number of sustaining marketing personnel estimated to be in place to

**pursue the business (non-consumer) market at forecast period start**, as a percent (to a maximum of 100) of the number of sustaining marketing personnel estimated to be needed to capture all sales in the first 12 months of sales (sales per (b)1. above).

**“c.(4) example”:**

a. Enter an Estimate of the Number of Sustaining Marketing Personnel to be in Place for this Market at Forecast Period (sales period) Start  Note: This should include ALL paid sustaining marketing personnel (employees, contractors, outsourced personnel), plus sustaining marketing personnel that business partners may be providing free of charge.	180
b. Enter an Estimate of the Number of Sustaining Marketing Personnel Needed to Capture ALL Sales, in Units, in the First 12 Months of Sales (For reference: The subject sales in units are shown in item e. of (b)1. example, above.)	1,800
c. Determine the Resulting Sustaining Marketing Personnel in Place Rating (a. in this example, divided by b. in this example)	10%

Marketing personnel specifically include those responsible for:

Providing sustaining advertising, promotion, market research, and market planning in support of the subject product/service, after Forecast Period start... (NOT for marketing to get the subject product/service ready to sell and NOT for marketing of other and/or custom products/services)

Note: “Personnel in Place” also means that supporting facilities and materials will be in place too, at forecast period start.

Market Resource (5.) Sales Personnel in Place, (importance weight: .0015)

**Respective Rating Guidelines for Market Resource (5.):**

A rating must be provided, ranging from 1 to 100, as defined by the steps in “c.(5)” example below, where the rating represents the number of sales personnel estimated to be in place to pursue the business (non-consumer) market at forecast period start, as a percent (to a maximum of 100) of the number of sales personnel estimated to be needed to capture all sales in the first 12 months of sales (sales per (b)1. above).

**“c.(5) example”:**

a. Enter an Estimate of the Number of Sales Personnel to be in Place for this Market at Forecast Period (sales period) Start  Note: This should include ALL paid sales personnel (employees, contractors, outsourced personnel), plus sales personnel that business partners may be providing free of charge.	180
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b. Enter an Estimate of the Number of Sales Personnel Needed to Capture ALL Sales, in Units, in the First 12 Months of Sales (For reference: The subject sales in units are shown in item e. of (b)1. example, above.)	1,800
c. Determine the Resulting Sales Personnel in Place Rating (a. in this example, divided by b. in this example)	10%

Sales personnel specifically include those responsible for:

Sales training, pre-sales support, and the actual selling of products/services

Note: "Personnel in Place" also means that supporting facilities and materials will be in place too.

#### Market Resource (6.) Support Personnel in Place, (importance weight: .0010)

##### Respective Rating Guidelines for Market Resource (6.):

A rating must be provided, ranging from 1 to 100, as defined by the steps in "c.(6)" example below, where the rating represents the number of support personnel estimated to be in place to pursue the business (non-consumer) market at forecast period start, as a percent (to a maximum of 100) of the number of support personnel estimated to be needed to capture all sales in the first 12 months of sales (sales per (b)1. above).

##### "c.(6) example":

a. Enter an Estimate of the Number of Support Personnel to be in Place for this Market at Forecast Period (sales period) Start  Note: This should include ALL paid support personnel (employees, contractors, outsourced personnel), plus support personnel that business partners may be providing free of charge.	180
b. Enter an Estimate of the Number of Support Personnel Needed to Capture ALL Sales, in Units, in the First 12 Months of Sales (For reference: The subject sales in units are shown in item e. of (b)1. example, above.)	1,800
c. Determine the Resulting Support Personnel in Place Rating (a. in this example, divided by b. in this example)	10%

Support personnel specifically include those that provide:

The interface between customers and company personnel that are responsible for satisfying customers' post-sale requests, for example, in-warranty and after-warranty requests

Note: "Personnel in Place" also means that supporting facilities and materials will be in place too.

(d) calculating the total strength of market resources, for the forecasting business and its leading competitor respectively, with each calculation ranging from 1 to 100, and equaling the total amount resulting from multiplying each respective rating that will have been input for the 6 market resources in (c) above, by each respective importance weight, as provided by this method, for the 6 market resources in (c) above

(e) for both the forecasting business and its leading competitor, inputting ratings, ranging from 1 to 100, for the 3 market receptivity factors shown below, per the Respective Rating Guidelines also shown below, where the ratings represent the current level of the market receptivity factor, out of a maximum level of 100, with each of the 3 market receptivity factors having an importance weight, as a portion of 1.0000, also as shown below

**Market Receptivity Factors to be Rated (for the forecasting business and its leading competitor respectively):**

**Market Receptivity Factor (1.) Confidence Level (For Stability), (importance weight: .2970)**

**Respective Rating Guidelines for Market Receptivity Factor (1.):**

**A rating must be provided, ranging from 1 to 100, where the rating represents an estimate of what purchasers'/decision makers' average confidence level will be, during the forecast period, in the stability (financial, ethical, political) of the business to perform as expected.** Ratings should allow for confidence in the stability of business/market partners too (e.g., key suppliers and distributors).

**Note that if the business' product/service is expected to be LESS THAN SATISFACTORY, or its product/service is expected to have immaterial name recognition, then the business may only receive a confidence level rating of 1. Otherwise, see (W), below.**

(W) If a business has ANY Market Resource, per (c) above, rated at:	Then the respective business may receive a MAXIMUM Confidence Level of:
1 to 4	79
5 to 9	80
10 to 24	85
25 to 49	90
50 to 99	95

**Market Receptivity Factor (2.) Match to Market Needs (purchasers'/decision makers' receptivity to the product/service), (importance weight: .6930)**

**Respective Rating Guidelines for Market Receptivity Factor (2.)**

**NOTE: This Market Receptivity Factor must be rated according to whether or not the market is a Non-Displacement Market, or a Displacement Market, each of which is defined below.**

**Match to Market Needs For Non-Displacement Markets:**

**Non-Displacement Markets Defined**

In a Non-Displacement Market, one of the following is true.

- 1) To make a sale, a competitor will NOT need to displace another competitor's product/service that is already in use at a purchaser's site.

Or...

- 2) In spite of needing to displace another competitor's product/service to make a sale, the displacing competitor's product/service will NOT require customers to incur significant start-up expenses or interruption costs, that are not also required by the in-use product/service.

**A rating must be provided**, ranging from 1 to 100, according to **Rating Guide ND**, below, where the rating represents an estimate of what the average level of purchasers'/decision makers' receptivity to the offered product/service will be during the forecast period. Pricing SHOULD NOT be considered when rating receptivity.

**"Product/Service Checklist"**: attributes and benefits of the deliverable, experience/track record, implementation impact, availability, follow-through, warranty, support, and other important services

<b>Rating Guide ND: For rating both businesses in a Non-Displacement Market:</b>	<b>Receptivity Rating/Range:</b>
A. For a LESS THAN SATISFACTORY product/service (Note: If any item on the <b>"Product/Service Checklist"</b> , above, is expected to be unacceptable, then the adjacent rating is required.)	1
B. For a SATISFACTORY TO BETTER THAN SATISFACTORY product/service	70-85, also see (W), below
C. For a GOOD TO EXCEPTIONAL product/service	86 - 100, also see (W), below

(W) If a business has been rated at a Confidence Level of:	Then REDUCE the product/service rating you were planning to give to the respective business by:
90 to 94	2%
85 to 89	4%
80 to 84	7%
70 to 79	11%
60 to 69	17%
50 to 59	26%
40 to 49	39%
30 to 39	55%
20 to 29	75%

10 to 99	93%
1 to 9	99%

Match to Market Needs For Displacement Markets:

#### **Displacement Markets Defined**

In a Displacement Market, BOTH of the following are true.

- 1) To make a sale, a competitor will need to displace another competitor's product/service that is already in use at a purchaser's site.

AND AS IMPORTANTLY...

- 2) The displacing competitor's product/service will require customers to incur significant start-up expenses or interruption costs that are not required by in-use product/service.

Displacement Markets must be evaluated separately from non-displacements markets.

A rating must be provided, ranging from 1 to 100, according to **Rating Guide D**, below, where the rating represents an estimate of what the average level of purchasers'/decision makers' receptivity to the offered product/service will be during the forecast period. Pricing SHOULD NOT be considered when rating receptivity.

**"Product/Service Checklist"**: attributes and benefits of the deliverable, experience/track record, implementation impact, availability, follow-through, warranty, support, and other important services

<b>Rating Guide D: For rating both businesses in a Displacement Market:</b>  (Note:) Typically rate one business as In-Place and one as Displacing. Both may be rated as Displacing businesses if both are trying to displace a third competitor that is weaker than both.	<b>Receptivity Rating/Range:</b>
A. For a LESS THAN SATISFACTORY product/service (Note: If any item on the <b>"Product/Service Checklist"</b> , above, is expected to be unacceptable, then the adjacent rating/range is required.)	<b>For the In-Place Business:</b> A Maximum Rating of 3, also see (X), below  <b>For the Displacing Business:</b> 1
B. For a SATISFACTORY TO BETTER THAN SATISFACTORY product/service	<b>For the In-Place Business:</b> 70 - 85, also see (X), below  <b>For the Displacing Business:</b> see (Y), below

<b>C. For a GOOD TO EXCEPTIONAL product/service</b>	<b>For the In-Place Business:</b> 86 – 100, also see (X), below <b>For the Displacing Business:</b> see (Y), below
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(X) For the In-Place Business... If a Business Has Been Rated at a <b>Confidence Level of:</b>		Then REDUCE the Product/Service Rating You Were Planning to Give to the Respective Business by:
90 to 94		2%
85 to 89		4%
80 to 84		7%
70 to 79		11%
60 to 69		17%
50 to 59		26%
40 to 49		39%
30 to 39		55%
20 to 29		75%
10 to 99		93%
1 to 9		99%

(Y) For the Displacing Business ... If the Displacing Business' Confidence Level is:	Then the MAXIMUM rating the Displacing Business may receive for an EXCEPTIONAL Product/Service is:
49 or less AND the In-Place Business' is 90 to 100	1, also see (Z), below
49 or less AND the In-Place Business' is 85 to 89	3, also see (Z), below
49 or less AND the In-Place Business' is 80 to 84	6, also see (Z), below
49 or less AND the In-Place Business' is 70 to 79	10, also see (Z), below
49 or less AND the In-Place Business' is 60 to 69	16, also see (Z), below
49 or less AND the In-Place Business' is 50 to 59	24, also see (Z), below

<b>49 or less</b>	
<b>AND the In-Place Business' is 49 or less</b>	<b>35, also see (Z), below</b>
<b>50 to 59</b>	
<b>AND the In-Place Business' is 90 to 100</b>	<b>3, also see (Z), below</b>
<b>50 to 59</b>	
<b>AND the In-Place Business' is 85 to 89</b>	<b>6, also see (Z), below</b>
<b>50 to 59</b>	
<b>AND the In-Place Business' is 80 to 84</b>	<b>10, also see (Z), below</b>
<b>50 to 59</b>	
<b>AND the In-Place Business' is 70 to 79</b>	<b>16, also see (Z), below</b>
<b>50 to 59</b>	
<b>AND the In-Place Business' is 60 to 69</b>	<b>24, also see (Z), below</b>
<b>50 to 59</b>	
<b>AND the In-Place Business' is 50 to 59</b>	<b>35, also see (Z), below</b>
<b>50 to 59</b>	
<b>AND the In-Place Business' is 49 or less</b>	<b>50, also see (Z), below</b>
<b>60 to 69</b>	
<b>AND the In-Place Business' is 90 to 100</b>	<b>6, also see (Z), below</b>
<b>60 to 69</b>	
<b>AND the In-Place Business' is 85 to 89</b>	<b>10, also see (Z), below</b>
<b>60 to 69</b>	
<b>AND the In-Place Business' is 80 to 84</b>	<b>16, also see (Z), below</b>
<b>60 to 69</b>	
<b>AND the In-Place Business' is 70 to 79</b>	<b>24, also see (Z), below</b>
<b>60 to 69</b>	
<b>AND the In-Place Business' is 60 to 69</b>	<b>35, also see (Z), below</b>
<b>60 to 69</b>	
<b>AND the In-Place Business' is 50 to 59</b>	<b>50, also see (Z), below</b>
<b>60 to 69</b>	
<b>AND the In-Place Business' is 49 or less</b>	<b>70, also see (Z), below</b>
<b>70 to 79</b>	
<b>AND the In-Place Business' is 90 to 100</b>	<b>10, also see (Z), below</b>
<b>70 to 79</b>	
<b>AND the In-Place Business' is 85 to 89</b>	<b>16, also see (Z), below</b>

70 to 79		
AND the In-Place Business is 80 to 84	24, also see (Z), below	
70 to 79		
AND the In-Place Business is 70 to 79	35, also see (Z), below	
70 to 79		
AND the In-Place Business is 60 to 69	50, also see (Z), below	
70 to 79		
AND the In-Place Business is 50 to 59	70, also see (Z), below	
70 to 79		
AND the In-Place Business is 49 or less	95, also see (Z), below	
80 to 84		
AND the In-Place Business is 90 to 100	16, also see (Z), below	
80 to 84		
AND the In-Place Business is 85 to 89	24, also see (Z), below	
80 to 84		
AND the In-Place Business is 80 to 84	35, also see (Z), below	
80 to 84		
AND the In-Place Business is 70 to 79	50, also see (Z), below	
80 to 84		
AND the In-Place Business is 60 to 69	70, also see (Z), below	
80 to 84		
AND the In-Place Business is 50 to 59	95, also see (Z), below	
80 to 84		
AND the In-Place Business is 49 or less	97, also see (Z), below	
85 to 89		
AND the In-Place Business is 90 to 100	24, also see (Z), below	
85 to 89		
AND the In-Place Business is 85 to 89	35, also see (Z), below	
85 to 89		
AND the In-Place Business is 80 to 84	50, also see (Z), below	
85 to 89		
AND the In-Place Business is 70 to 79	70, also see (Z), below	
85 to 89		
AND the In-Place Business is 60 to 69	95, also see (Z), below	

85 to 89 AND the In-Place Business is 50 to 59	97; also see (Z) below
85 to 89 AND the In-Place Business is 49 or less	99; also see (Z) below
90 to 100 AND the In-Place Business is 90 to 100	35; also see (Z) below
90 to 100 AND the In-Place Business is 85 to 89	50; also see (Z) below
90 to 100 AND the In-Place Business is 80 to 84	70; also see (Z) below
90 to 100 AND the In-Place Business is 70 to 79	95; also see (Z) below
90 to 100 AND the In-Place Business is 60 to 69	97; also see (Z) below
90 to 100 AND the In-Place Business is 50 to 59	99; also see (Z) below
90 to 100 AND the In-Place Business is 49 or less	100; also see (Z) below

(Z) A lower rating must be given if the product/service is less than EXCEPTIONAL. (For example, a product/service that would qualify for a rating of 50, if EXCEPTIONAL, would receive a rating of 45, if it were 90% of EXCEPTIONAL.)

#### Market Receptivity Factor (3.) Name Recognition, (importance weight: .0100)

##### Respective Rating Guidelines for Market Receptivity Factor (3.):

A rating must be provided, ranging from 1 to 100, where the rating represents an estimate of what the average level of purchasers'/decision makers' name recognition (awareness) of the business' product/service will be during the forecast period.

Note that if the business' product/service is expected to be LESS THAN SATISFACTORY, then the business may only receive a name recognition rating of 1. Otherwise, see ZZ, below.

ZZ: If a business has been rated at a Confidence Level of:	Then REDUCE the Name Recognition rating you were planning to give to the respective business by:
90 to 94	2%
85 to 89	4%

80 to 84	7%
70 to 79	11%
60 to 69	17%
50 to 59	26%
40 to 49	39%
30 to 39	55%
20 to 29	75%
10 to 99	93%
1 to 9	99%

(f) calculating total market receptivity, for the forecasting business and its leading competitor respectively, with each calculation ranging from 1 to 100, and equaling the total amount that will result from multiplying each respective rating that will have been input for the 3 market receptivity factors in (e) above, by each respective importance weight, as provided by this method, for the 3 market receptivity factors in (e) above  
(g) inputting estimates, as follows in (1) through (4) immediately below, of the number of other competitors (competitors in addition to the forecasting business and its leading competitor) that are trying to capture a share of the business (non-consumer) market for the forecast period:

- (1) inputting the number of other competitors that are trying to capture a share of the business (non-consumer) market for the forecast period, whose total strength of market resources is 91 to 100% (where .955, is the average total strength of market resources, in decimal format, used by this method) as strong as that of the forecasting business' leading competitor's total strength of market resources, as determined per (d) above
- (2) inputting the number of other competitors that are trying to capture a share of the business (non-consumer) market for the forecast period, whose total strength of market resources is 81 to 90% (where .855, is the average total strength of market resources, in decimal format, used by this method) as strong as that of the forecasting business' leading competitor's total strength of market resources, as determined per (d) above
- (3) inputting the number of all other competitors that are trying to capture a share of the business (non-consumer) market for the forecast period
  - (3) (1.) inputting the average total strength of market resources, for the number of all other competitors, as input per (3), immediately above, that are trying to capture a share of the business (non-consumer) market for the forecast period, whose total strength of market resources ranges from 1 to 80% (where .01 to .80, must be input for this method) as strong as that of the forecasting business' leading competitor's total strength of market resources, as determined per (d) above

(h) calculating the total strength of market resources for all other competitors (competitors in addition to

the forecasting business and its leading competitor) that are trying to capture a share of the business (non-consumer) market for the forecast period, where the calculation equals the total of: the number of other competitors input for (g) (1) immediately above, multiplied by total strength of market resources percentage used in (g) (1) immediately above, multiplied by the total strength of market resources for forecasting business' leading competitor, per (d) above, plus, the number of other competitors input for (g) (2) immediately above, multiplied by total strength of market resources percentage used in (g) (2) immediately above, multiplied by the total strength of market resources for forecasting business' leading competitor, per (d) above, plus, the number of other competitors input for (g) (3) immediately above, multiplied by total strength of market resources percentage used in (g) (3) (1.) immediately above, multiplied by the total strength of market resources for forecasting business' leading competitor, per (d) above

(i) calculating the total strength of market resources for all competitors combined (the forecasting business, its leading competitor, and other competitors that are trying to capture a share of the business (non-consumer) market for the forecast period), such calculation equaling the total of (d) above plus (h) above

(j) generating forecasted market share in terms of:

(1) the percent of the total units of currency (market size, for example, U.S. dollars) that is estimated to be captured by the forecasting business in the business (non-consumer) market, based on dividing the total strength of market resources for the forecasting business, per (d) above, by the total strength of market resources for all competitors combined, per (i) immediately above

(2) the portion of market size, in units of currency, (for example, U.S. dollars) that is estimated to be captured by the forecasting business in the business (non-consumer) market, based on multiplying (b) above, by (j) (1) immediately above

(3) a product/service pricing ratio, versus its leading competitor, that will be necessary for the forecasting business to use in order to attain its forecasted market share in the business (non-consumer) market, based on dividing total market receptivity for the forecasting business, per (f) above, by total market receptivity for its leading competitor, also per (f) above

(4) the percent of the total units of currency (market size, for example, U.S. dollars) that is estimated to be captured by the forecasting business' leading competitor in the business (non-consumer) market, based on dividing the total strength of market resources for the forecasting business' leading competitor, per (d) above, by the total strength of market resources for all competitors combined, per (i) above

(5) the percent of the total units of currency (market size, for example, U.S. dollars) that is estimated to be captured by all other competitors in the business (non-consumer) market, based on dividing the total strength of market resources for all other competitors, per (h) above, by the total strength of market resources for all competitors combined, per (i) above

**Example of Input to Achieve Claims; Non Displacement Market:**

Forecast Period	2007 – 2011			
Market Size (U.S. \$'s)	\$10,000,000,000			
First 12 Months of the Market Size (U.S. \$'s)	\$1,000,000,000			
<b>Ratings (From 1-100)</b>				
<b>Market Resources</b>				
Funds Committed/Available	10	50		
Product/Service Research & Development Personnel in Place	10	50		
Production/Fulfillment Personnel in Place	10	50		
Marketing Personnel in Place	10	50		
Sales Personnel in Place	10	50		
Support Personnel in Place	10	50		
<b>Market Receptivity Factors</b>				
Confidence Level (For Stability)	80	95		
Match to Market Needs (In this case, the forecasting business and forecasting business leading competitor have products (Match to Market Needs) that could be rated at 100, but the forecasting business rating is reduced because of its Confidence Level (For Stability) rating of 80.)	93	100		
Name Recognition (In this case, the forecasting business and forecasting business leading competitor have Name Recognition that could be rated at 100, but the forecasting business rating is reduced because of its Confidence Level (For Stability) rating of 80.)	93	100		

<b>Other Competitors</b>	
Number of other competitors whose total strength of market resources is 91 to 100% as strong as that of the forecasting business' leading competitor's total strength of market resources	1
Number of other competitors whose total strength of market resources is 81 to 90% as strong as that of the forecasting business' leading competitor's total strength of market resources	1
Number of all other competitors	1
Average total strength of market resources for the number of all other competitors immediately above, whose total strength of market resources ranges from 1 to 80% (where 0.1 to .80 must be input for this method) as strong as that of the forecasting business' leading competitor's total strength of market resources	.50

**Example of Claims: Resulting from Example of Input to Achieve Claims; For a Non-Displacement Market**

**Market**

Forecasting business' market share, as a percent of the total units of currency	5.7%
Forecasting business' market share, in units of currency	\$570,000,000
Forecasting business' product/service pricing ratio, versus its leading competitor	90%
Forecasting business' leading competitor's market share, as a percent of the total units of currency	28.5%
Combined market share of all of the forecasting business' other competitors, as a percent of the total units of currency	65.8%

**Example of Input to Achieve Claims; Displacement Market (In this example the forecasting business is the displacing company/division.):**

Forecast Period	2007 – 2011
Market Size (U.S. \$'s)	\$10,000,000,000
First 12 Months of the Market	
Size (U.S. \$'s)	\$1,000,000,000

Market Resources	Ratings (From 1-100)	
	Forecasting Business	Leading Competitor
Funds Committed/Available	10	50
Product/Service Research & Development Personnel in Place	10	50
Production/Fulfillment Personnel in Place	10	50
Marketing Personnel in Place	10	50
Sales Personnel in Place	10	50
Support Personnel in Place	10	50
Market Receptivity Factors	Forecasting Business	Leading Competitor
	80	95
Match to Market Needs: In this case, the forecasting business and forecasting business-leading competitor have products (Match to Market Needs) that could be rated at 100, but the forecasting business rating is reduced because of its Confidence Level (For Stability) rating of 80 and also because it is the displacing business.	16	100
Name Recognition: In this case, the forecasting business and forecasting business-leading competitor have Name Recognition that could be rated at 100, but the forecasting business rating is reduced because of its Confidence Level (For Stability) rating of 80.	93	100
Other Competitors		
Number of other competitors whose total strength of market resources is 91 to 100% as strong as that of the forecasting business-leading competitor's total strength of market resources.	1	

Number of other competitors whose total strength of market resources is 81% to 90% as strong as that of the forecasting business's leading competitor's total strength of market resources	1
Number of all other competitors	1
Average total strength of market resources for the number of all other competitors immediately above, whose total strength of market resources ranges from 1% to 80% (where .01 to .80 must be input for this method) as strong as that of the forecasting business's leading competitor's total strength of market resources	.50

**Example of Claims: Resulting from Example of Input to Achieve Claims; For a Displacement Market**

Forecasting business's market share as a percent of the total units of currency	5.7%
Forecasting business's market share in units of currency	\$570,000,000
Forecasting business's product/service pricing ratio versus its leading competitor	.36%
Forecasting business's leading competitor's market share as a percent of the total units of currency	28.5%
Combined market share of all of the forecasting business's other competitors as a percent of the total units of currency	65.8%